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EXAMINER

ROMAIN, J

ART UNIT

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**Please find below and/or attached an Office communication concerning this application or proceeding.**

**Commissioner of Patents and Trademarks**

# Office Action Summary

Application No.  
08/691,900

Applicant(s)

Apte et al.

Examiner

Romain Jeanty

Group Art Unit  
2765



☒ Responsive to communication(s) filed on Nov 25, 1996

☐ This action is **FINAL**.

☐ Since this application is in condition for allowance except for formal matters, **prosecution as to the merits is closed** in accordance with the practice under *Ex parte Quayle* 35 C.D. 11; 453 O.G. 213.

A shortened statutory period for response to this action is set to expire Three month(s), or thirty days, whichever is longer, from the mailing date of this communication. Failure to respond within the period for response will cause the application to become abandoned. (35 U.S.C. § 133). Extensions of time may be obtained under the provisions of 37 CFR 1.136(a).

## Disposition of Claim

☒ Claim(s) 1-47 is/are pending in the application.  
Of the above, claim(s) \_\_\_\_\_ is/are withdrawn from consideration

☐ Claim(s) \_\_\_\_\_ is/are allowed.

☒ Claim(s) 1-47 is/are rejected.

☐ Claim(s) \_\_\_\_\_ is/are objected to.

☐ Claims \_\_\_\_\_ are subject to restriction or election requirement.

## Application Papers

☒ See the attached Notice of Draftsperson's Patent Drawing Review, PTO-948.

☐ The drawing(s) filed on \_\_\_\_\_ is/are objected to by the Examiner.

☐ The proposed drawing correction, filed on \_\_\_\_\_ is ☐ approved ☐ disapproved.

☐ The specification is objected to by the Examiner.

☐ The oath or declaration is objected to by the Examiner.

## Priority under 35 U.S.C. § 119

☐ Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).

☐ All ☐ Some\* ☒ None of the CERTIFIED copies of the priority documents have been  
☐ received.

☐ received in Application No. (Series Code/Serial Number) \_\_\_\_\_

☐ received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\*Certified copies not received: \_\_\_\_\_

☐ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).

## Attachment(s)

☒ Notice of References Cited, PTO-892

☐ Information Disclosure Statement(s), PTO-1449, Paper No(s). \_\_\_\_\_

☐ Interview Summary, PTO-413

☒ Notice of Draftsperson's Patent Drawing Review, PTO-948

☐ Notice of Informal Patent Application, PTO-152

— SEE OFFICE ACTION ON THE FOLLOWING PAGES —

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## DETAILED ACTION

### *Specification*

1. Figures 4-11 are not described in the Brief Description of the Drawings.
2. *The patent application number on page 19 is required.*

### *Claim Rejections - 35 U.S.C. § 103*

3. The following is a quotation of 35 U.S.C. 103 (a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1- 47 are rejected under 35 U.S.C 103 (e) as being unpatented over Payne et al. (U.S. Patent 5,715,314) in view of Pirani et al. (U. S. Patent 5,105,184).

As per claim 1, Payne et al. teaches a system for providing advertising on a hypertext network (col. 5, lines 20-24).

- a. Payne et al. also teaches a network system (col. 5, lines 20-24); and
- b. a server having advertisements, said server connected to said network (col. 3, lines 22-25).
- c. a client computer having a browser, said client computer connected to said network (col. 3, lines 22-25), said advertisement server sending said advertisements in sequence from said server to said client computer at the request of said client computer (col. 4, lines 60-63).

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Payne et al. teaches all of the limitations above, but fails to teach an advertising software on said client computer, said advertising software functioning as an overlay to said browser, said advertising software displaying said advertisements in sequence on said client computer while maintaining the functionality of said browser.

However, Pirani et al. teaches a system of using an advertising software (col. 4, lines 62-68, col. 2, lines 39-42). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to modify any part of Payne et al.'s teachings by including this technique. One would have been motivated to use this technique because a skilled artisan would recognize that this motivation would provide Payne et al. with the capability to access and to display advertised items contained in the advertising network to users. It would also have been obvious to a person of ordinary skill in the art at the time the invention was made to use such a technique for the purpose of displaying advertising items to users without switching from pages to pages to view an advertising page. Official notice is also taken that it old and is well known in the data processing art to use overlay to improve display operation.

As per claim 2, Payne et al. teaches all of the limitations in claim 1 above, but specifically fails to teach a system wherein a media clip related to the presently displayed advertisement is shown on said client computer when requested by a user. However, it would have been obvious to a person of ordinary skill at the time the invention was made to use this technique. One would have been motivated to use this technique because a skilled artisan would recognize that this motivation would provide Payne et al. with the capability to display previously and currently advertised items to users for viewing prior to making a purchase selection.

As per claim 3, Payne et al. teaches all of the limitations in claim 1 above, but specifically fails to teach a system wherein a secure purchase transaction is effectuated through said client

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computer at the user's request. However, Official notice is taken that it is old and well known in the data processing art to effectuate a secure purchase transaction through a client computer to display contents of the items being advertised. It would have been obvious to a person of ordinary skill in the art at the time the invention was made to use this technique with the Payne et al.'s teachings because a skilled artisan would recognize that this technique would provide Payne et al. with the capability to display a purchase to a user in order to make a good selection.

As per claim 4, Payne et al. teaches all of the limitations in claim 1 above, but specifically fails to teach a system further comprising a sales agent, wherein communications are established between said sales agent and a user at the user's request. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to use a sales agent to improve communication between a user and an a sponsor of an advertising. One would have been motivated to use this technique because a skilled artisan would recognize that it would provide Payne et al. with the capability to communicate with a user and a sponsor of an advertisement.

As per claim 5, Payne et al. teaches all of the limitations in claim 1 above, but specifically fails to teach a system further comprising advertising topics that are selectable by a user, wherein advertisements pertaining to said advertising topics selected by a user are displayed to the user. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to use this technique with the Payne et al.'s teachings because a skilled artisan would recognize that it would provide with the capability to present the advertised topics or items to a user for reviewing, prior to the user's selection.

As per claim 6, Payne et al. teaches all of the limitations in claim 1 above, but specifically fails to teach a system further comprising a help page on said advertising server, said help page

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displayed to the user at the user's request. However, Official notice is taken that it is old and well known in the data processing art that most advertisement servers comprise of a help page for the purpose of helping a user to retrieve information of an advertisement.

As per claim 7, Payne et al. teaches all of the limitations in claim 1 above, bu fails to teach a system further comprising an advertisement service home page on said server, said home page displayed to a user at the user's request. However, Official notice is taken that it is old well known in the data processing art that most advertisement servers comprise of a home page for the purpose of helping a user finding contents in a home page of an advertisement.

As per claim 8, Payne et al. teaches all of the limitations in claim 1 above, but fails to teach a system wherein said advertisement comprises at least one link that loads and display page in said browser area when selected by a user. However, Official notice is taken that it is old and well known in the data processing art to use a link to improve the communication operation in order to display a page of an advertisement.

As per claim 9, Payne et al. teaches all of the limitations in claim 1 above, but fails to teach a system wherein advertisements related to pages displayed to a user at the user's request are displayed to the user. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to use this technique. One would have been motivated to use this technique because a skilled artisan would recognize that this technique would provide Payne et al. with the capability to display advertised pages to users. Thereby, improving the display operation of the system by making the system more accessible to users.

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As per claim 10, Payne et al. teaches all of the limitations in claim 1 above, but fails to teach a system further comprising an electronic coupon that may be selected by a user, wherein said electronic coupon is stored on said client computer and redeemed by the user during a secure purchase transaction. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to use this technique with Payne et al.'s teachings because a skilled artisan would recognize that this motivation would provide Payne et al. with the capability to encourage a user into consuming an advertisement when making purchase transactions.

As per claim 11, Payne et al. teaches all of the limitations in claim 1 above, but specifically fails to teach a system wherein a previously displayed advertisement is displayed to a user at the user's request. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to use this technique. One would have been motivated to use this technique with the Payne's teachings because a skilled artisan would recognize that this motivation would provide Payne et al. with the capability to give users the option of selecting between a previous advertised item or a currently advertised item.

As per claim 12, Payne et al. teaches all of the limitations in claim 1 above, but specifically fails to teach a system wherein the sequence of advertisements displayed to the user is paused at the user's request. However, it would have been obvious to a person of ordinary skill in the art at the time of applicant's invention to use this technique. One would have been motivated to use this technique with the Payne et al.'s teachings because a skilled artisan would recognize that this motivation would provide Payne et al. with the capability to pause an advertising page in order to have more time to review the contents of the advertised items

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As per claim 13, Payne et al. teaches a system for providing advertising on a hypertext network (col. 5, lines 20-24).

- a. a network (col. 5, lines 20-24).
- b. a server having advertisements, said server connected to said network (col. 3, lines 19-25).
- c. a client computer having a browser, said client computer connected to said network, said server sending said advertisements in sequence from said server to said client computer at the request of said client computer (col. 3, lines 25-34).

Payne et al. teaches all of the limitations above, but specifically fails to teach an advertising software on said client computer, said advertising software functioning as an overlay to said browser, said advertising software displaying said advertisements in sequence on said client computer while maintaining the functionality of said browser. However, Pirani et al. teaches a system of using an advertising software (col. 4, lines 62- 68, col. 2, lines 39-42). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to modify any part of Payne et al.'s teachings by including these techniques. One would have been motivated to use these techniques because a skilled artisan would recognize that this motivation would provide Payne et al. with the capability to access/ display advertising items to users. It would also have been obvious to a person of ordinary skill in the art at the time the invention was made to use these techniques. Official notice is also taken that it old and is well known in the data processing art to use overlay to improve display operation. One would have been motivated to use these techniques because a skilled artisan would recognize that this motivation would provide Payne et al. With capability display advertising items to users of the system without switching from pages to pages to view the items.

Pirani et al. teaches the system of using an advertising software, but fails to teach a system having a browser area, said browser area comprising a page display area and software controls



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displayed by said browser when said browser operates without said advertising software. It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to use this technique. One would have been motivated to use this technique because a skilled artisan would recognize that it would provide Pirani et al. with the capability to display advertised items to users when navigating through the system.

ii. Payne et al. teaches all of the limitations in claim 13 above, but specifically fails to teach a system wherein a control area having a pause button, a step back button, a display area, and a step forward presentation of advertisements controlled by a user. However, it is obvious to pause, fast forward, and bring back a page of a displayed advertisement. It would have been obvious to a person of ordinary skill in the art at the time the invention was made to use this technique. One would have been motivated to use these techniques because a skilled artisan would recognize that this motivation would provide Payne et al. with the capability to provide more options to users to be accustomed with an advertised item.

c. Payne et al. teaches all of the limitations in claim 13 above, but specifically fails to teach a system wherein a secure purchase transaction is effectuated through said client computer at the user's request. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to use this technique with the Payne et al.'s teachings because a skilled artisan would recognize that this technique would provide Payne et al. with the capability to display any purchase transaction information to a user in order to encourage the user to do the transaction.

As per claim 14, Payne et al. teaches all of the limitations in claim 13 above, but specifically fails to teach a system further comprising a sales agent and a sale agent button, wherein communications are established between said sales agent and a user. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to

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use this technique with the Payne et al.'s teachings. One would have been motivated to use this technique because a skilled artisan would recognize that it would provide Payne et al. with the capability to communicate with a user and a sponsor of an advertisement.

As per claim 15, Payne et al. teaches all of the limitations in claim 13 above, but specifically fails to teach a system further comprising a help page and a help button on said advertising server, said help page displayed to the user at the user's request. However, Official notice is taken that it is old and well known in the data processing art that most advertisement servers comprise of a help page for the purpose of helping a user to navigate through the advertising system.

As per claim 16, Payne et al. teaches all of the limitations in claim 13 above, but fails to teach an advertising system further comprising multimedia information on said server, wherein said advertising area further comprises a multimedia button, and wherein said multimedia information is displayed in said browser area when said multimedia button is selected by a user. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was to use this technique. One would have been motivated to use this technique because a skilled artisan would recognize that it would provide Payne et al. with the capability to give users the option to display advertised items when navigating through the system.

As per claim 17, Payne et al. teaches all of the limitations in claim 13 above, but specifically fails to teach a system further comprising an advertisement service home page and a home page button on said server, said home page displayed to a user at the user's request. However, Official notice is taken that it is old and well known in the data processing art that most

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advertisement servers comprise of a home page and a home page button for the purpose of helping a user finding/selecting of advertised items.

As per claim 18, Payne et al. teaches all of the limitations in claim 13 above, but specifically fails to teach a system further comprising an advertising topic list that are selectable by a user, and wherein said advertisements pertaining to topic list selected by a user are displayed to the user. However, it would have been obvious to a person of ordinary skill in the art at the time of the inventor's invention to use this technique. One would have been motivated to use this technique because a skilled artisan would recognize that this motivation would provide Payne et al. with the capability to present the advertised topics or items to a user for reviewing, prior to a user's selection of the topics or the items.

As per claim 19, Payne et al. teaches all of the limitations in claim 13 above, but specifically fails to teach a system wherein said advertisement comprises at least one link that loads and display page in said browser area when selected by a user. However, Official notice is taken that it is old and well known in the data processing art to use a link to improve the communication operation to display a page of an advertisement.

As per claim 20, Payne et al. teaches the system wherein said server targets said advertisements to a user, said server transmitting advertisements related to pages displayed through said browser on said client computer at the user's request (col. 30, lines 42-51).

As per claim 21, Payne et al. teaches all of the limitations in claim 13 above, but specifically fails to teach a system wherein an advertisement is stored on said client computer as an electronic coupon when selected by a user, said electronic coupon redeemable during a secure

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purchase transaction. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to use this technique. One would have been motivated to use this technique with the Payne et al.'s teachings because it would provide Payne et al. with the capability to encourage a user into consuming an advertisement making purchase transactions.

As per claims 22, Payne et al. teaches a method for providing advertising on a hypertext network (col. 5, lines 20-24),

b. Payne et al. also teaches the method of streaming a sequence of advertisements from said server to said client computer at the request of said client computer (col. 2, lines 39-42).

c. displaying said advertisements to the user in said advertising area while maintaining the original functionality of the browser in the browser area (col. 9, lines 41-47),

d. accepting a secure purchase request from a user for the item offered in a presently displayed advertisement (col. 3, lines 24-34).

e. accepting purchaser information from the user (col. 2, lines 11-19).

Payne et al. teaches all of the limitations above, but does not specifically teach a method of loading advertising software from a server on a client computer with a browser at a user's request, said software dividing the client computer screen into a browser area and an advertising area. However, Pirani et al. teaches a method of using advertising software in advertising. It would have been obvious to a person of ordinary skill in the art at the time the invention was made to use these techniques. One would have been motivated to use these techniques with the Payne et al.'s teachings because it would provide Payne et al. with the capability to provide access to users to search/display advertisement contents.

As per claim 23, Payne et al. teaches all of the limitations in claim 22 above, but specifically fails to teach a method further comprising the step of pausing the display of

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advertisements at the request of the user. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to use this technique. One would have been motivated to use this technique because a skilled artisan would recognize that this motivation would provide Payne et al. with the capability to provide more time to review and select an advertising item prior to making a purchase transaction.

As per claim 24, Payne et al. teaches all of the limitations in claim 22 above, but specifically fails to teach a method further comprising the steps of caching a predetermined number of advertisements on the client computer, pausing the display of the sequence of advertisements and stepping backward and forward through and displaying said cached advertisements to the user at the user's request. However, it would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to use this technique. One would have been motivated to use this technique because a skilled artisan would recognize that this motivation would provide Payne et al. with the capability to provide different options to users to search, display/review the item advertised.

As per claim 25, Payne et al. teaches all of the limitations in claim 22 above, but fails to teach a method further comprising the steps of immediately displaying the next advertisement in said advertisement area at the user's request. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to use this technique. One would have been motivated to use this technique because a skilled artisan would recognize that this motivation would provide Payne et al. with the capability to display an advertised item's page faster to a user.

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As per claim 26, Payne et al. teaches all of the limitations in claim 22 above, but fails to teach a method further comprising the step of effectuating a secure purchase of an item shown in the presently displayed advertisement at the user's request. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to use this technique. One would have been motivated to use this technique with the Payne et al.'s teachings because a skilled artisan would recognize that this technique would provide Payne et al. with the capability to display the contents of an advertising in order to encourage a user to make a purchase transaction.

As per claim 27, Payne et al. teaches all of the limitations in claim 22 above, but fails to teach a method further comprising the step of establishing communications between a user and a sales agent representing the sponsor of the presently displayed advertisement at the user's request. However, Official notice is taken that it is old and well known in the data processing art to use a link to improve the communication operation in order to display a page of an advertisement.

As per claim 28, Payne et al. teaches all of the limitations in claim 22 above, but fails to teach a method of showing to the user multimedia information pertaining to the presently displayed advertisement request for the purpose of attracting the user to make a purchase transaction. It would have been obvious to use such a technique for the purpose of attracting the user into making a selection and a purchase transaction.

As per claim 29, Payne et al. teaches all of the limitations in claim 22 above, but specifically fails to teach a method further comprising an advertisement service home page on said server, said home page displayed to a user at the user's request. However, Official notice is taken

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that it is well known in the business art that most advertisement servers comprise of a home page for the purpose of helping a user finding the content of an advertised items.

As per claim 30, Payne et al. teaches all of the limitations in claim 22 above, but specifically fails to teach a method further comprising a help page on said advertising server, said help page displayed to the user at the user's request. However, Official notice is taken that it is well known in the business art that most advertisement servers contain a help page for the purpose of helping a user to navigate through the advertisement network prior to making a selection.

As per claim 31, Payne et al. teaches all of the limitations in claim 22 above, but specifically fails to teach a method further comprising the steps of displaying a list of advertising topics the user and displaying advertisements in said advertisement area pertaining to said advertising topics selected by the user. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to use this technique. One would have been motivated to use these techniques because a skilled artisan would recognize that this motivation would provide Payne et al. with capability to encourage users select and display advertising contents of an item for a purchase transaction.

As per claim 32, Payne et al. teaches all of the limitations in claim 22 above, but specifically fails to teach a method further comprising the step of displaying an advertiser page when the advertisement shown in the advertising area is selected by a user. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to use these techniques. One would have been motivated to use these techniques because a skilled

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artisan would recognize that this motivation would provide Payne et al. with the capability to display and advertised item to a user prior to making a selection or a purchase transaction.

As per claim 33, Payne et al. teaches all of the limitations in claim 22 above, but specifically fails to teach a method further comprising the steps of determining the topics of pages viewed through said browser on said client computer at the user's request, selecting advertisements related to said topics, and transmitting said advertisements related to said topics to said client computer. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to use the techniques above for the purpose of keeping track on the topics and items of interest for a user. One would have been motivated to use these techniques because a skilled artisan would recognize that this motivation would provide Payne et al. with the capability to help users find their interested topics or items when navigating through the network.

As per claim 34, Payne et al. teaches all of the limitations in claim 22 above, but specifically fails to teach a method further comprising the steps of storing an electronic coupon when selected by a user, and redeeming said electronic coupon during a secure purchase transaction at the request of a user. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to use the technique of storing an electronic coupon for a user. One would have been motivated to use this technique with the Payne et al.'s teachings because it would provide Payne et al. with the capability to encourage a user into consuming an advertisement when making purchase transactions.

As per claim 35, Payne et al. teaches a method of effectuating a secure purchase transaction on a hypertext network (col. 2, lines 3-11).



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- c. displaying said advertisement to the user in said advertisement area while maintaining the original functionality of the browser in the browser area (col. 9, lines 41-47).
- d. accepting a secure purchase request from a user for the item offered in a presently displayed advertisement (col. 3, lines 24-34).
- e. accepting purchaser information from the user (col. 2, lines 11-19).

As per claim 36, Payne et al. teaches the method of claim 35, wherein said secure purchase information comprises the credit card information, said credit card information comprising the name of the credit card vendor, the user's name and credit card number, and the expiration date of the user's credit card (col. 6, lines 22-26).

As per claim 37, Payne et al. teaches the method of preregistering user purchase information (col. 6, lines 19-20).

- a. obtaining user purchaser information (col. 5, lines 7-11).
- b. storing said user purchaser information on said server (col. 5, lines 7-11).
- c. associating said user purchaser information with a confidential authentication password, said password known to the user and recognized by said server (col. 6, lines 22-29).

As per claim 38, Payne et al. teaches the method of claim 37, wherein said purchaser information comprises credit card information, said credit card information comprising the name of the credit card vendor, the user's name and credit card number, and the expiration date of the user's credit card (col. 6, lines 22-26).

As per claim 39, Payne et al. teaches all of the limitations in claim 37 above, but fails to teach a the method wherein said purchaser information comprises the user's shipping address.

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However, Official notice is taken that it is old and well known in the data processing art to obtain a user's shipping address when making a purchase transaction in an advertising. One would have been motivated to obtain a user's shipping address in a purchase transaction because a skilled artisan would recognize that this motivation would ensure that the item purchased by a user is shipped at the right address.

As per claim 40, Payne et al. teaches all of the limitations in claim 37 above, but specifically fails to teach a method of storing an electronic coupon when said advertisement is selected by a user, and redeeming said electronic coupon during a secure purchase transaction at the request of the user. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to use this technique with Payne et al.'s teachings. One would have been motivated to use this technique with the Payne et al.'s teachings because it would provide Payne et al. with the capability to encourage a user into consuming an advertisement when making purchase transactions.

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As per claim 41, Payne et al. teaches a method of effectuating a secure purchase transaction on a hypertext network (col. 2, lines 3-11).

b. streaming a sequence of advertisements from said server to said client computer (col. 3, lines 27-32).

c. displaying said advertisement to the user in said advertising area while maintaining the original functionality of the browser in the browser area (col. 9, lines 41-47).

d. accepting a secure purchase request from a ser for the item offered in a presently displayed advertisement (col. 7, lines 1-10).

e. accepting a confidential authentication password from the user (col. 6, lines 22-23).

f. forwarding preregistered purchaser information to the sponsor of said presently displaced advertisement if the confidential authentication password provided by the user matches a confidential authentication password stored on said server, and generating an error message if said password provided by the user does not match said password stores on said server (col. 6, lines 25-29, col. 8, lines 3-8).

Payne et al. teaches all of the limitations above, but fails to teach a method of loading advertising software from a server on a client computer with a browser at a user's request, said software dividing the screen of said client computer into a browser area and an advertising area.

However, Pirani et al. teaches a method of using an advertisement software in advertising (col. 4, lines 65-68, col. 5, lines 1-5). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to modify any part of Payne et al's teachings by including an advertisement software. One would have been motivated to use this feature because this motivation would provide Payne et al. with the capability to display different pages of an advertising on one screen. Thereby, improving the advertising system by saving more space on viewing screen.

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As per claim 42, Payne et al. teaches all of the limitations in claim 41 above, but specifically fails to teach a method of storing an electronic coupon when said advertisement is selected by a user, and redeeming said electronic coupon during a secure purchase transaction at the request of the user. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to use this technique with Payne et al.'s teachings. One would have been motivated to use this technique with the Payne et al.'s teachings because it would provide Payne et al. with the capability to encourage a user into consuming an advertisement when making purchase transactions.

As per claim 43, Payne et al. teaches a method for providing advertising to a user through a hypertext network (col. 5, lines 20-24).

- a. advertising means for providing advertisements to a user (col. 5, lines 20-24).
- b. server means for storing said advertising means and accepting secure purchase data from a user (col. 3, lines 19-25).
- c. client means for loading said advertisement means and displaying said advertisements to a user (col. 4, lines 60-68); and
- d. network means for interconnecting said server means with said client means (col. 2, lines 46-48).

As per claim 44, Payne et al. teaches the system of claim 43, further comprising means for identifying the topics of pages displayed by said client means, means for selecting said advertisements corresponding to said topics, and means for streaming said selected advertisements to said client means the request of said client means (col. 3, lines 25-34).

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As per claim 45, Payne et al. teaches a system for providing advertising to a user through a hypertext network (col. 5, lines 20-24).

- a. advertising means for providing advertisements to a user (col. 5, lines 20-24).
- b. server means for storing said advertising means and accepting secure purchase data from a user (col. 3, lines 19-25).
- c. client means for loading said advertising means and displaying said advertisements to a user (col. 4, lines 60-68).
- d. browser means for displaying pages to a user on said client means (col. 5, lines 26-30).
- e. network means for interconnecting said server means with said client means (col. 2, lines 46-48).

As per claim 46, Payne et al. teaches the system of claim 45, further comprising means for identifying the topics of pages displaying by said client means, means for selecting said advertisements corresponding to said topics, and means for transmitting said selected advertisements to said client means (col. 3 , lines 25-34).

As claim 47, Payne et al. teaches all of the limitations in claim 45 above, but specifically fails to teach a means for storing an electronic coupon at the request of a user, and means for redeeming said electronic coupon when requested by a user. However, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to use this technique with Payne et al.'s teachings. One would have been motivated to use this technique with the Payne et al.'s teachings because it would provide Payne et al. with the capability to encourage a user into consuming an advertisement when making purchase transactions.

## **Conclusion**

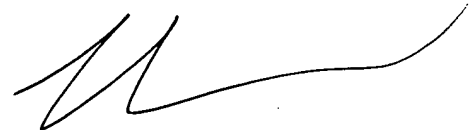
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5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Romain Jeanty whose telephone number is (703) 308-9585. The examiner can normally be reached on weekdays from 8:00 a.m to 4:30 p.m.

If attempts to reach the examiner are not successful, the examiner's supervisor, Allen R. MacDonald, can be reached at (703) 305-9708. The fax number for this group is (703) 305-3988.

Romain Jeanty

July 30, 1998.



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